training the data mining engine with a set of training data comprising the user database by clustering the user database into different segments of users distinguished by different states of one or more characteristics;

inputting to the data mining engine a predetermined characteristic pertaining to the marketing campaign and, in response thereto, obtaining from the data mining engine a subset of the users in the data base having the highest correlation to the characteristic by determining which of the segments found during clustering of the user database has the highest statistical correlation to the predetermined characteristic.

21. **(Twice Amended)** A method of personalizing marketing resources, comprising:

providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data;

providing a user database correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the characteristics comprising : (a) at least one of the user's attributes, and (b) at least one of the user's preferences;

training the data mining engine with a set of training data comprising the user database by clustering the users in the database into user segments with similar characteristics;

inputting to the data mining engine a set of user attributes of one of: (a) a particular user, (b) a particular group of users; and, in response thereto,

obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes by determining which of the segments has characteristics that are statistically correlated with the set of user attributes; and wherein the subset of adaptable marketing features is determined based upon the preferences of users in the user segments statistically correlated to the set of user attributes.

31. **(Twice Amended)** A method of controlling the marketing resources of a site having a real-time user interface during a visit to the site by a particular user, comprising:

providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data;

providing a user database correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the characteristics comprising at least one of: (a) user attributes, (b) user preferences;

training the data mining engine with a set of training data comprising the user database by clustering the users in the data base into segments of users with similar characteristics ;

inputting to the data mining engine a set of user attributes of the particular user and, in response thereto, obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes by determining which of the segments has characteristics that are statistically correlated with the set of user attributes; and wherein

the subset of adaptable marketing features is determined based upon the preferences of the segments statistically correlated to the set of user attributes.

**Please Cancel claims 51, 52, and 54 without prejudice or disclaimer**

61. (**Twice Amended**) A method for managing a marketing campaign, comprising:

providing a data mining engine capable of being trained with training data and capable thereafter of performing inferences relative to the training data;

providing a user database correlating observed characteristics of each one of a set of users with a set of adaptable marketing features, the characteristics comprising at least one of: (a) at least one of the user's attributes, (b) at least one of the user's preferences;

training the data mining engine with a set of training data comprising the user database;

first inputting to the data mining engine a predetermined characteristic pertaining to the marketing campaign and, in response thereto, obtaining from the data mining engine a subset of the users in the data base having the highest correlation to the characteristic;

second inputting to the data mining engine a set of user attributes of the subset of the users, and, in response thereto, obtaining from the data mining engine a subset of the adaptable marketing features having the highest correlation to the set of user attributes;

monitoring observed responses to the marketing campaign cycle and updating the user database based upon the observed responses; and

repeating the first and second inputting to obtain an updated subset of users and an updated subset of adaptable marketing features.